

NATIONAL FINNISH CLUSTERS EVENT

- The power of clusters: Making history together

Sept. 3-4, 2024 in Kokkola, Finland



NORDICHUB




**Kokkola
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NATIONAL FINNISH CLUSTERS EVENT
– The power of clusters: Making history together
Sept. 3–4, 2024 in Kokkola, Finland



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Team
FINLAND



A Platform for Prosperity: Co-Creating the Finnish National Cluster Platform

Strategy Workshop

4 September 2024

Kokkola

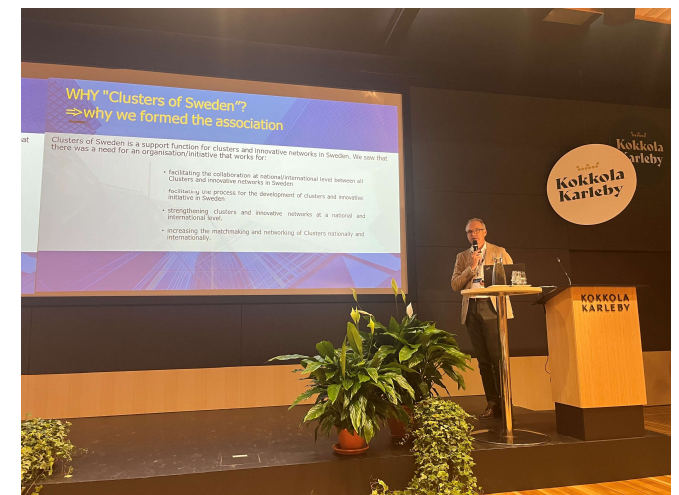
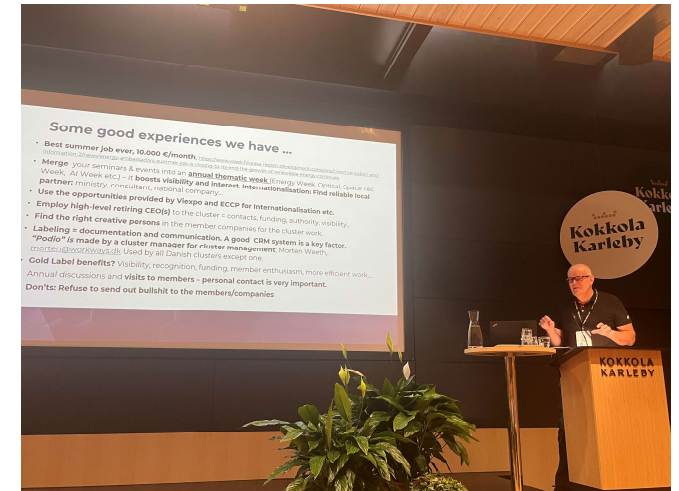
From inspiration to action!

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From ME to WE!



Why A Strategy Workshop?

Why a national Finnish cluster platform?

To enhance connectivity, collaboration, lobbying, and operational support for the Finnish clusters, while positioning them effectively within the European context, respecting the common voice.

Objective for today:

To kick-off the process of developing a strategic roadmap for a national Finnish cluster platform

Agenda

- **Part 1: Identifying Needs and Expectations**
 - Needs identification: The „What For“ – introduction, stage discussion, Q&A
 - Group discussions and sharing with audience

Short networking break (15 min)
- **Part 2: Platform Service Development**
 - „Leading by examples“ – introduction & Q&A
 - Brainstorming in groups and ranking services by priority
 - Groups reporting
 - Synthesis and next steps

The needs of Finnish clusters from a National Cluster Platform

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Objective

Understanding and identifying
the key needs of cluster networks
from national support structures
to enhance networking and cross-sector
collaboration.

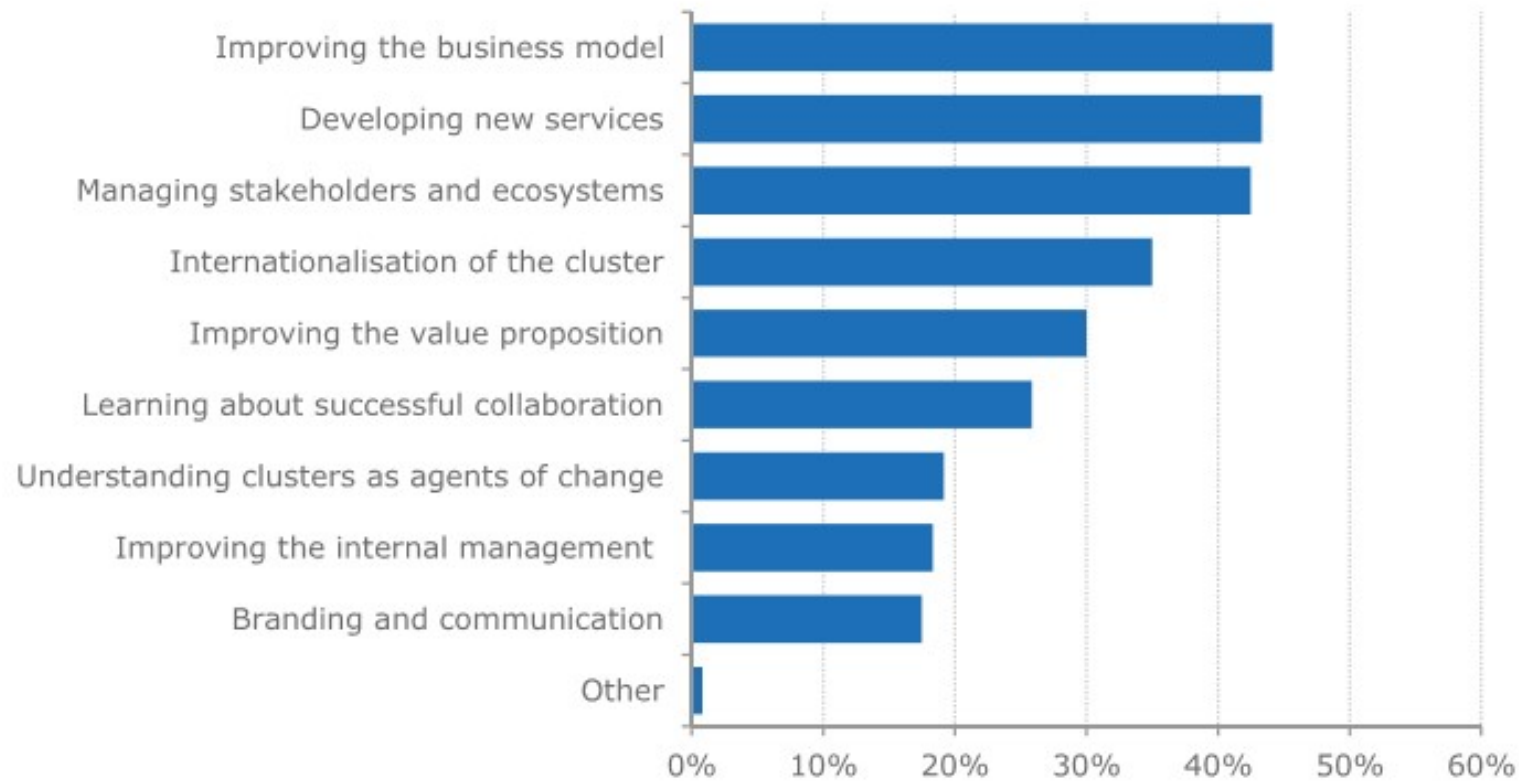
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From cluster to cluster network

Assessment of European Cluster Capacity Building Needs ECCP – Analytical report 2021

Needs of cluster organisations



Responses to the multiple-choice question "What are your cluster's current capacity building needs?"

Assessment of European Cluster Capacity Building Needs ECCP – Analytical report 2021

One important source of inspiration are other successful clusters. It is therefore not surprising that organisations see a need to enhance capacity-building by learning from their peers. Clusters that continue to develop their value proposition and service offer can successfully serve as a benchmark for clusters to shape their own development. Yet, it is important for cluster organisations that the development of a value proposition and business model is highly contingent on the individual case, depends on the sector, and regional and national specificities of a given ecosystem. Therefore, it will be important for cluster organisations to strike a balance between relying on the input from other clusters and finding their own path towards greater success.

Needs of cluster management



Responses to multiple-choice question "What are your current needs for improving your personal cluster management skills?".

**Ideation of cluster organisations'
needs (that can be covered by a national platform)**

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Results from the NORDICHUB survey

Results from the NordicHub survey

- 20 answers from 80 invited participants to the survey => **25** % response-quote
- 16 out of 20 respondents are involved in networks (80%), with 8 respondents mentioning ECCP (40%). 9 respondents have profiles on ECCP.
- Interest in networks at:
 - Regional level (14)
 - national level (16)
 - **European level (18)**
 - **Nordic Countries level (17)**
 - Baltic Sea Region level (14)
 - Global level (12)

Results from the NordicHub survey

- Expressed needs for networking and collaborating:
 - Information on clusters and contacts, also international
 - 1:1 matchmaking events
 - Events to meet peers, more collaboration in Finland,
networking
 - Knowledge
 - Seed resources and funding
 - Joint benefits
 - Consultancy in EU funding

Results from the NordicHub survey

- Needs in terms of services from a Finnish national cluster platform:
 - Support on/**access to financing**. Available European (direct) funds and consortia to serve cluster member companies and organisations. Information on the situation and development of the cluster policy of Finland.
 - **Guidance** and help on finding the legal status for the cluster
 - **Thematic working groups**
 - **Tools** to enable the participants to solve the challenges by working together instead of each of them trying to find solutions on their own. Important to keep the businesses in the center and show them the relevance and reason to spend time in this kind of collaboration. Time well spent.
 - **Networking** platform (matchmaking), assisting in applying for funding, events where to present ourselves and receive info on other clusters' activities
 - **Information** dissemination
 - **Capacity building**
 - **Joint events**
 - Practical information, guides, best practices
 - learn more about how we can become part of clusters at the **European level**, what the requirements are, how we can establish contact, and what criteria apply

Results from the NordicHub survey

**Interest in being part of a Finnish
national cluster platform:**

14 - yes, 6 - don't know yet.

What could be the needs besides those expressed in the survey?

Ideas

1. Access to relevant contacts and networks
2. Information and knowledge sharing
3. Collaboration opportunities
4. Access to funding
5. Access to specialised expertise
6. Networking infrastructure
7. Capacity building and training
8. Visibility and branding
9. Trust and relationship building
10. Cross-sectoral integration
11. International Networking
12. EU/Global Partnerships

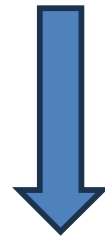
Services of a national cluster platform

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- 15 officially operating national support structures for clusters in Europe – some disappeared (DK), some are emerging (IT). Plus regional ones (e.g., Catalonia, Baden-Württemberg, North-Rhein Westphalia).



INSPIRATION

Clusters of services

Collaboration / Networking

Advocacy / Lobbying

Capacity building / Knowledge

International support

Information

Economies of scale

Clusters of services

Collaboration / Networking

- Events
 - Yearly conferences in different locations
 - Thematic workshops (cross-sectorial, experts-led)
 - Webinars
 - Informal networking (delegations to conferences
ECC/ trips abroad/missions, informal get-together)
 - Learning from and with each other

Clusters of services

Advocacy / Lobbying



- Towards policy makers (reg/nat/EU)
 - Position papers
 - Speak with one voice (finding it first...)
 - Up-to-date information for decision-makers
 - Representation in relevant national fora/strategy development
 - Maintaining a network of contacts at high level
- Towards economic actors (e.g.international investors)

Clusters of services

Capacity building / Professionalisation

- Finnish Cluster Academy – Talent camp
- Master classes
- Development Programmes
- Trends analysis
- Cluster Advice
- Cluster Mentoring
- Individual or group coaching
- Cluster performance monitoring and assessment
- Bringing in expertise

Clusters of services

EU / International

- Connections
- Matchmaking
- International missions
- Involvement in EU activities
 - Project development
 - Funding
 - More opportunities
- Positioning / representation / ambassadorship
- VISIBILITY
- Recognition ↔ Advocacy/Lobbying

Clusters of services

Information & Communication

- Newsletter
- Funding information
- News, reports, publications, documents (industry trends, policy updates)
- Cluster feature stories (reportages)
- Cluster success stories / Best practices
- Cluster management of the month
- Clusters meet....
- Social media: **A MUST to follow NORDICHUB on LinkedIn, Instagram, Facebook, Youtube!**
- Hub: Website / database (with profiles)

Clusters of services

Economies of scale

- Joint purchase (e.g. certification, expertise, discounts, etc.)
- Assignment of studies (e.g. thematic)
- Recruitment services
- Monitoring relevant calls (national and EU)

VERY IMPORTANT:

Do not expect everything for free.

Be ready to pay for services that bring you added-
value.

The (right) mix is the  to success!

Your turn now!

A Cook Book



Design Together the Menu

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